



FY14 Direct Response Campaign Overview & GX Policies

Updated May 9, 2014 - Subject to Change



FY14 Direct Response Campaign | Overview

Subject to Change - May 9, 2014



Goal: Introduce parents and kids to the Club Penguin product and brand values to increase member conversion.

Strategy: Test and optimize new media channels to reach new audiences. Entice guests with a robust, multifaceted offer obtainable only from a dedicated landing page and user flow.

Offers: See slide 6

Audience: Kids (boys and girls, ages 6–12) and Parents/Grandparents (men and women, ages 35–45 and 45+)

There will be two versions each of the DRTV ad, digital media and landing page: one targeted for Parents and another targeted for Kids

Markets & Localization: US only, EN only

Eligibility: U.S. residents at least 18 years of age; free players (never paid) or former members lapsed more than 90 days ago

Channels: TV (kid- and parent-targeted cable and broadcast networks) and Digital Media (TBC but could include YouTube pre-roll, Facebook ads, SEM and/or Google Display Network)

Platform: The offers can only be redeemed on the Parents DRTV landing page via vanity URL (web). There is no mobile version of the DRTV landing pages. There is no mention of the DRTV offer on ClubPenguin.com.

ClubPenguinTV.com – communicated in kid-targeted TV ad; will drive to Kids landing page

ClubPenguinOffer.com – will drive to Kids landing page from kid-targeted digital media

TryClubPenguin.com – communicated in parent-targeted TV ad; will drive to Parents landing page

GetClubPenguin.com – will drive to Parents landing page from parent-targeted digital media

Timing: May 22 – July 2, 2014

- TV and Digital Media Campaign runs May 22 – June 25, 2014 (5-week test)
- DRTV offer / landing pages accessible to guests for one additional “halo” week ending July 2, 2014
- No other promotions or marketing will be running during this timeframe



Guest-Facing Communications:

- **TV Ads**
 - Kids DRTV ad (:120 and :60 lengths)
 - Parents DRTV ad (:120 and :60 lengths)
- **Digital Media**
 - Kids digital media ads (static and animated)
 - Parents digital media ads (static and animated)
- **DRTV Landing Pages** (Confluence link: <https://docs.wdig.com/display/CPMPT/Web+DRTV+Design+Comps>)
 - Kids DRTV landing page with link to Parents DRTV landing page
 - Parents DRTV landing page with special offer and customized DRTV user flow
 - Kids and Parents DRTV pages accessible to eligible guests May 22 – July 2
 - On July 3 or later, the vanity URLs should drive to a version of the membership page with a message that clarifies that the offer is no longer valid, or that the offer has expired.
- **Emails**
 - Account Activation Email (if new user)
 - Account Activation Reminder Email (if new user has not activated in 24 hours)
 - Account Activation Confirmation Email (if new user)
 - Notification of Bonus Gifts Email (new email created for DRTV promotion; sent to parent's email address)
 - Playspan Purchase Receipt Email (TRIAL_SUB_PURCHASE_RECURRING)
 - Playspan Reminder Email (WEB_SUB_RENEWAL_LEAD)

GX Resources and References:

- Mitigation policies (see slide 5)
- DRTV offers (see slide 6)
- DRTV landing pages and user flow (see Appendix A and B)



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Disclaimers :

- **On Parents DRTV Web Pages**

- **Primary Offer:** Credit card required to obtain offer. 30 day free trial membership offer is valid from 12:00:01 A.M. May 22 to 11:59:59 P.M. July 2, 2014 PST. Offer only available to U.S. residents at least 18 years of age who have not had an active Club Penguin membership within the past 90 days. At the end of the 30 day free trial your membership will automatically renew until canceled at the rate of \$7.95 per month.
- **Upsell Offer:** Credit card required to obtain offer. 30 day free trial membership offer is valid from 12:00:01 A.M. May 22 to 11:59:59 P.M. July 2, 2014 PST. Offer only available to U.S. residents at least 18 years of age who have not had an active Club Penguin membership within the past 90 days. At the end of the 30 day free trial your membership will automatically renew until canceled at the rate of \$47.70 every 12 months.
- **Downsell Offer:** Credit card required to obtain offer. 30 day free trial membership offer is valid from 12:00:01 A.M. May 22 to 11:59:59 P.M. July 2, 2014 PST. Offer only available to U.S. residents at least 18 years of age who have not had an active Club Penguin membership within the past 90 days. At the end of the 30 day free trial your membership will automatically renew until canceled at the rate of \$34.95 every 7 months.

- **In DRTV Ad**

- Features shown require paid membership. Credit card required for free trial membership and will be billed for the recurring membership once the free trial ends. Parents permission required to play. Must be 18 or older to order. Not all scenes are depiction of actual gameplay. Network or carrier data fees may apply to on-line features if WiFi is not connected.

Known Risks:

- The offer is only redeemable on the Parents DRTV landing page, accessible via digital media or vanity URL communicated in the TV ad.
- There is no mention of the offer on ClubPenguin.com, where guests may seek the offer if they do not recall the vanity URL.
- The offer is only open to free players or members lapsed greater than 90 days ago.
 - Error message presented to ineligible guests: "Sorry, this penguin account is not eligible for this promotion. Penguin accounts must not have had an active membership within the past 90 days. Visit our membership page for current offers."
- The offer is open to US residents only.
 - Banner message presented to non-US residents (based on IP address): "Sorry, this promotion is not available in your country."



FY14 Direct Response Campaign | GX Policies

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GX Mitigation and Response Policies:

1. Current Members / Ineligible Guests: Paying guests who complain because they purchased a membership before seeing the promotion or were never offered the promotion (e.g. non-US residents).

- Response Policy: GX to add virtual coins and the virtual item / igloo pack that their current membership price point would have gotten them if they had purchased through the DRTV promotion.

2. ClubPenguin.com Memberships: Customers who purchase a membership through ClubPenguin.com then see the TV ad and are now ineligible to receive the promotion.

- Response Policy: If a guest purchases a membership during the promotional dates of May 22 – July 2 prior to seeing the DRTV ad, GX will add 30 days of free membership (available after their current membership period) and also add the appropriate virtual coins / igloo pack to their account.

3. Club Penguin Mobile App Memberships: Guests who purchase membership through the mobile app during promotional period. Currently we are unable to offer promotions for guests who purchase through iTunes. We often receive emails and phone calls from guests asking why they were excluded.

- Response Policy: Should a guest purchase a mobile app membership during the promotional dates of May 22 – July 2 prior to seeing the DRTV ad, GX will honor the promotion by adding 30 days of free membership (available after their current membership period expires) and also adding the appropriate virtual coins / igloo pack to their account.

4. New Members: Guests who purchased a membership in the 7 days before the promotional period begins (May 15–21) may contact GX upset that they just made a purchase. They are within the refund window but are now ineligible to receive the promotion.

- Response Policy: Should a guest purchase a membership within 7 days of the promotional period, GX will add 30 days of free membership (available after their current membership period) as well as the appropriate virtual coins / igloo pack.

5. Refund Policy: We currently offer a 15 day and 30 day window (for 1 and 6 or 12 month memberships, respectively) from the transaction date in which a full refund can be issued.

- Response Policy: GX to accommodate refunds in accordance with existing refund policies. GX will NOT remove virtual items or coins should a refund be issued after a payment processed on day 31.



FY14 Direct Response Campaign | Offers

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Primary Offer:

- FREE 30-day membership trial (applies to the 1-month recurring membership at \$7.95)
- Virtual Beach Igloo Party Pack (igloo + 25 virtual items)
- 5,000 Virtual Coins

Upsell Offer:

- Get a 12-month recurring membership for \$47.70 (50% off the monthly retail price or \$3.98/month)
- VIP Rock & Roll Igloo Pack (igloo + 30 virtual items)
- 20,000 Virtual Coins

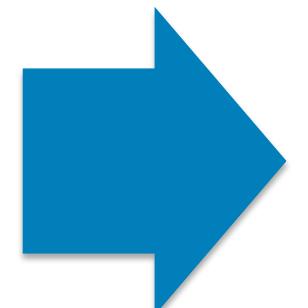
Downsell Offer:

- Get a 7-month recurring membership for \$34.95 (37% off the monthly retail price or \$4.99/month; also equivalent to 7 months for the price of 4.4 months)
- VIP Rock & Roll Igloo Pack (igloo + 30 virtual items)
- 20,000 Virtual Coins

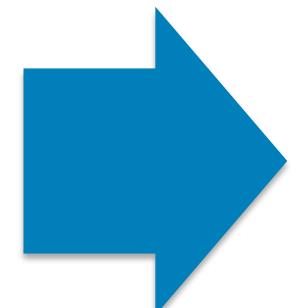
Notes:

- Offers satisfy DRTV requirements: simple to communicate, robust with high-perceived value and layered.
- Guest's credit card will be charged on day 31 following the end of the 30-day trial, regardless of the offer selected.
- Memberships will recur at the DRTV promotion prices offered.
- Virtual items and coins will be auto-added to the guest's account; virtual items will go into storage if the guest's membership lapses.

Primary Offer:
Free 30-Day
Membership Trial
+ Virtual Items
+ Coins



Upsell Offer:
Primary Offer +
Get a 12-Month
Membership for \$47.70
+ Virtual Items + Coins



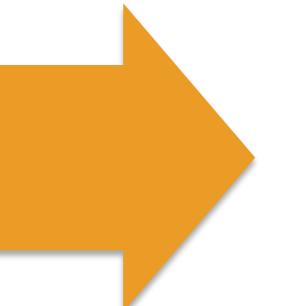
Downsell Offer:
Primary Offer +
Get a 7-Month
Membership for \$34.95
+ Virtual Items + Coins



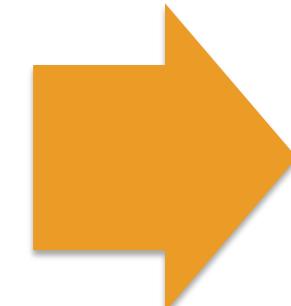
Appendix A: DRTV User Flow Overview

See Appendix for larger representation of DRTV user flow and creative

Kid visits DRTV landing page via vanity URL (ClubPenguinTV.com) or digital media



Parent clicks on CTA button to learn more about the DRTV offer



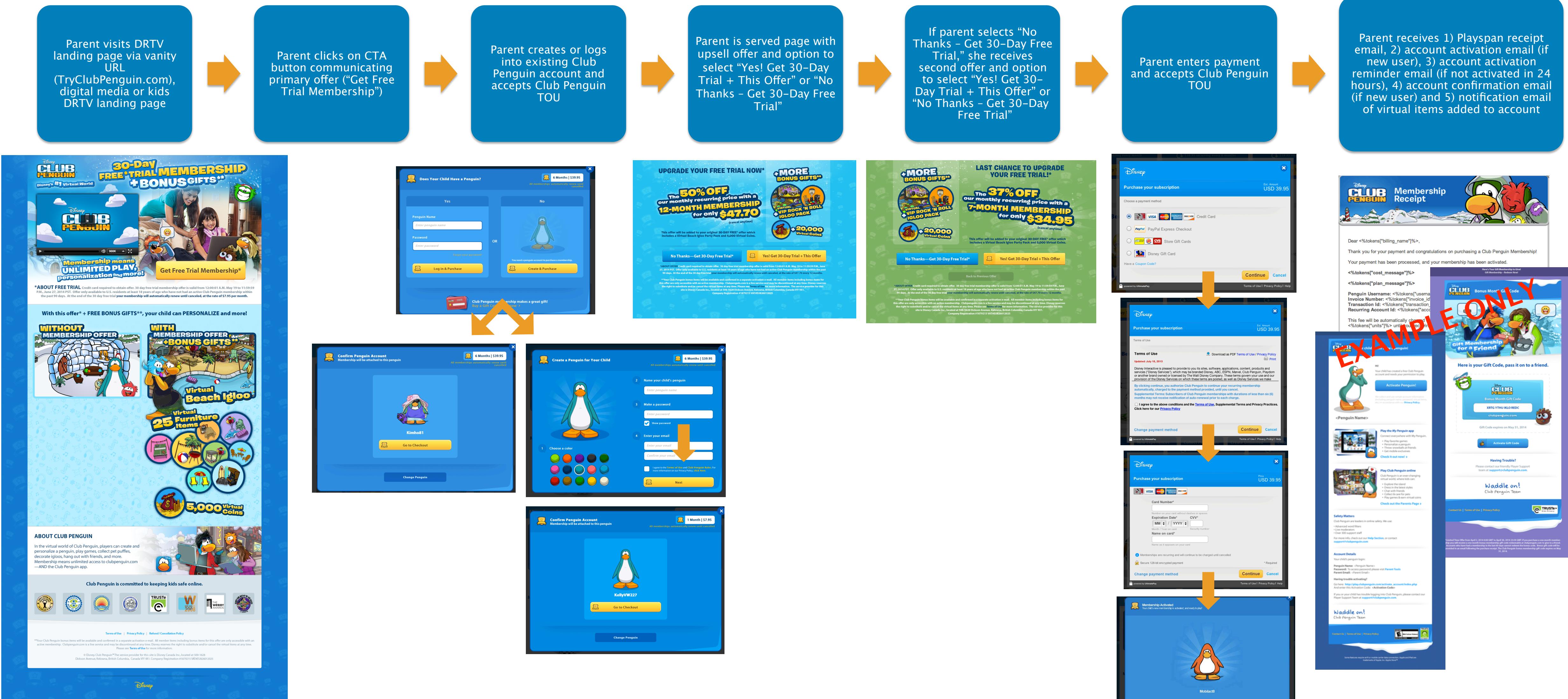
Button redirects to parent-targeted DRTV landing page (see next slide)





FY14 Direct Response Campaign | Parent–Targeted DRTV User Flow

See Appendix for larger representation of DRTV user flow and creative





Appendix B: DRTV User Flow (Page by Page)



DRTV User Flow | Kid-Targeted DRTV Landing Page



Confluence Link: <https://docs.wdig.com/display/CPMPT/Web+DRTV+Design+Comps>



DRTV User Flow | Parent-Targeted DRTV Landing Page

The screenshot shows a promotional landing page for Disney Club Penguin. At the top, it features the Disney Club Penguin logo and a banner for a "30-Day FREE TRIAL MEMBERSHIP + BONUS GIFTS**". Below this, there's a video player showing a Club Penguin character, a photo of a woman and a child playing on a laptop, and a penguin character. A yellow button says "Get Free Trial Membership*". A small note at the bottom left provides details about the trial offer.

With this offer* + FREE BONUS GIFTS, your child can PERSONALIZE and more!**

WITHOUT MEMBERSHIP OFFER vs **WITH MEMBERSHIP OFFER + BONUS GIFTS****

Virtual Beach Igloo

25 Virtual Furniture Items

5,000 Virtual Coins

ABOUT CLUB PENGUIN

In the virtual world of Club Penguin, players can create and personalize a penguin, play games, collect pet puffles, decorate igloos, hang out with friends, and more. Membership means unlimited access to clubpenguin.com —AND the Club Penguin app.

Club Penguin is committed to keeping kids safe online.

Terms of Use | Privacy Policy | Refund/Cancellation Policy

*About Free Trial Credit card required to obtain offer. 30 day free trial membership offer is valid from 12:00:01 A.M. May 19 to 11:59:59 P.M., June 27, 2014 PST. Offer only available to U.S. residents at least 18 years of age who have not had an active Club Penguin membership within the past 90 days. At the end of the 30 day free trial your membership will automatically renew until canceled, at the rate of \$7.95 per month.

**Your Club Penguin bonus items will be available and confirmed in a separate activation e-mail. All member items including bonus items for this offer are only accessible with an active membership. Clubpenguin.com is a live service and may be discontinued at any time. Disney reserves the right to substitute and/or cancel the virtual items at any time. Please see Terms of Use for more information.

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DRTV User Flow | A) Create New Account or B) Log Into Existing Account

 **Does your child already have a penguin?**
You need a penguin account to get this FREE offer.

Yes

Penguin Name

Password

[Forgot your password?](#)

 **Log in & Get Free Trial**

OR

 **First 30 Days | \$0.00**
All memberships automatically renewed until canceled at the rate of \$7.95 per month

 You need a penguin account to get this offer.

 **Create Penguin & Get Free Trial**



DRTV User Flow | A) New Account Flow: Create Penguin

Create a Penguin for Your Child

All memberships automatically renew until cancelled

1 Choose a color

2 Name your child's penguin

Enter penguin name

3 Make a password

Enter password

Show password

4 Enter your email

Enter your email

Confirm your email

I agree to the [Terms of Use](#) and [Club Penguin Rules](#). For more information on our Privacy Policy, [click here](#).

Next

This will reflect
First 30 Days | \$0.00



DRTV User Flow | A) and B) Penguin Account Confirmation

Confirm Penguin Account
Membership will be attached to this penguin.

First 30 Days | \$0.00 X
All memberships automatically renewed until canceled at the rate of \$7.95 per month

Nora Faye

Get Free Trial

Change Penguin



DRTV User Flow | Upsell Offer

UPGRADE YOUR FREE* TRIAL NOW

Get **50% OFF** our monthly recurring price with a **12-MONTH MEMBERSHIP** for only **\$47.70**

(cancel anytime)

This offer will be added to your original 30-DAY FREE* offer which includes a Virtual Beach Igloo Party Pack and 5,000 Virtual Coins.

+MORE BONUS GIFTS**

VIRTUAL VIP ROCK 'N ROLL IGLOO PACK

+20,000 Virtual Coins

No Thanks—Get 30-Day Free* Trial

Yes! Get 30-Day Trial + This Offer

*ABOUT OFFER Credit card required to obtain offer. 30 day free trial membership offer is valid from 12:00:01 A.M. May 22 to 11:59:59 P.M. July 2, 2014 PST. Offer only available to U.S. residents at least 18 years of age who have not had an active Club Penguin membership within the past 90 days. At the end of the 30 day free trial your membership will automatically renew until canceled, at the rate of \$47.70 every 12 months.

**Your Club Penguin bonus items will be available and confirmed in a separate activation e-mail. All member items including bonus items for this offer are only accessible with an active membership. Clubpenguin.com is a live service and may be discontinued at any time. Disney reserves the right to substitute and/or cancel the virtual items at any time. Please see Terms of Use for more information. The service provider for this site is Disney Canada Inc., located at 500-1628 Dickson Avenue, Kelowna, British Columbia, Canada V1Y 9X1.

Company Registration #1879215 VAT#EU826012025

LAST CHANCE TO UPGRADE YOUR FREE* TRIAL!

Get **37% OFF** our monthly recurring price with a **7-MONTH MEMBERSHIP** for only **\$34.95**

(cancel anytime)

This offer will be added to your original 30-DAY FREE* offer which includes a Virtual Beach Igloo Party Pack and 5,000 Virtual Coins.

No Thanks—Get 30-Day Free* Trial

Yes! Get 30-Day Trial + This Offer

Back to Previous Offer

***ABOUT OFFER** Credit card required to obtain offer. 30 day free trial membership offer is valid from 12:00:01 A.M. May 22 to 11:59:59 P.M. July 2, 2014 PST. Offer only available to U.S. residents at least 18 years of age who have not had an active Club Penguin membership within the past 90 days. At the end of the 30 day free trial your membership will automatically renew until canceled, at the rate of \$34.95 every 7 months.

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DRTV User Flow | Enter Payment & Accept TOU

Disney
Purchase your subscription
Est. Amount USD 39.95

Choose a payment method

Credit Card

PayPal Express Checkout

Store Gift Cards

Disney Gift Card

Have a [Coupon Code?](#)

Continue **Cancel**

powered by UltimatePay

[Terms of Use](#) | [Privacy Policy](#) | [Help](#)

Disney
Purchase your subscription
Est. Amount USD 39.95

Terms of Use

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Updated: July 18, 2013

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By clicking continue, you authorize Club Penguin to continue your recurring membership automatically, charged to the payment method provided, until you cancel.

Supplemental Terms: Subscribers of Club Penguin memberships with durations of less than six (6) months may not receive notification of auto-renewal prior to each charge.

I agree to the above conditions and the [Terms of Use](#), [Supplemental Terms](#) and [Privacy Practices](#).
[Click here for our Privacy Policy](#)

Change payment method **Continue** **Cancel**

powered by UltimatePay

[New Experiences](#) [Collect Pet Puffles](#) [Create Unlimited](#) [Club](#)

Disney
Purchase your subscription
Price USD 39.95

Card Number*

Number on your card without dashes or spaces

Expiration Date* / CVV*

Month / Year on card Security number

Name on card*

Name as it appears on your card

i Memberships are recurring and will continue to be charged until cancelled

Secure 128-bit encrypted payment

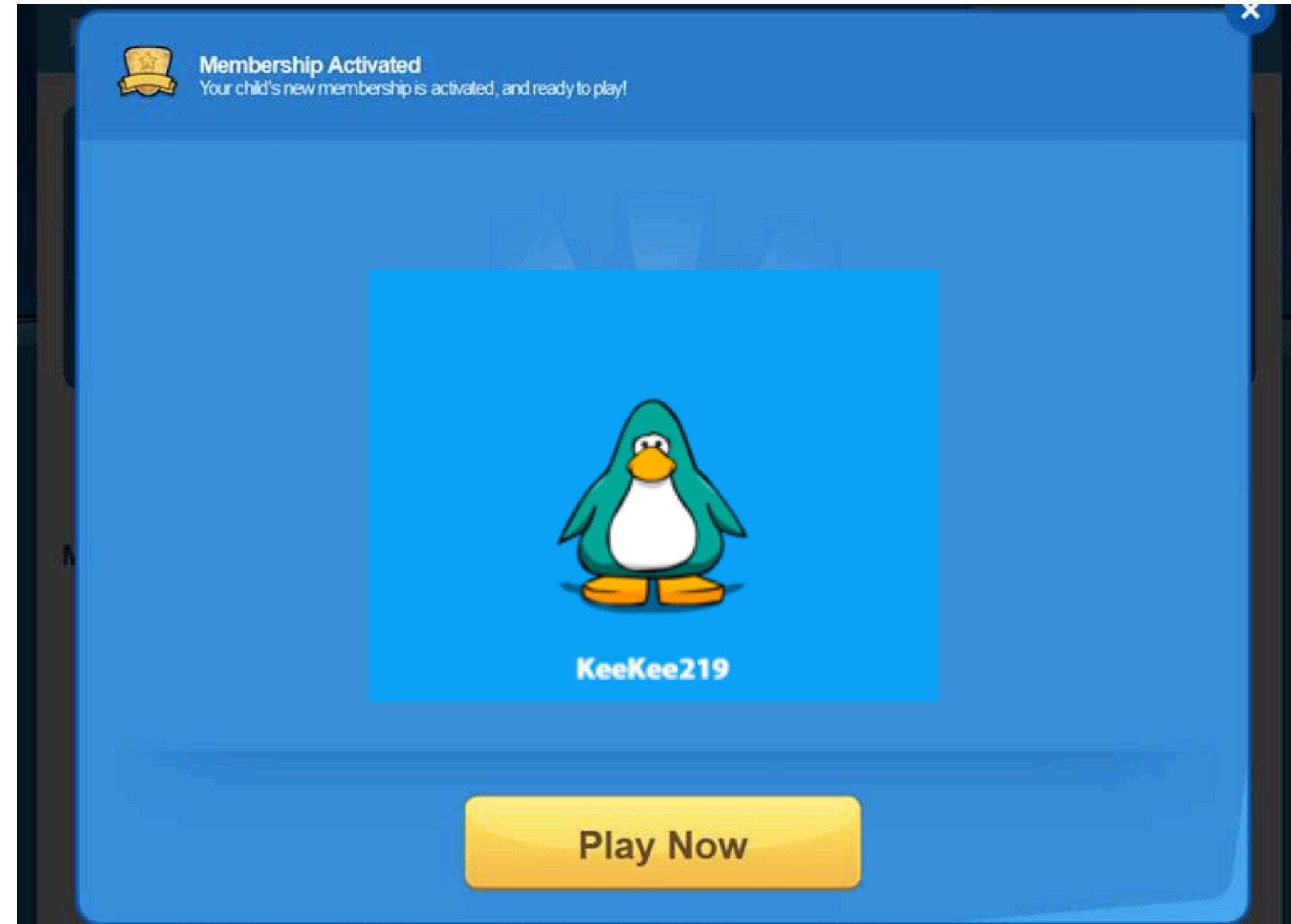
Change payment method **Continue** **Cancel**

powered by UltimatePay

[Terms of Use](#) | [Privacy Policy](#) | [Help](#)



DRTV User Flow | Membership Confirmation





DRTV User Flow | Activation, Activation Reminder & Welcome Emails

Your child wants to be a penguin!

Hi!
Your child has created a free Club Penguin account and needs your permission to play.

Activate Penguin!

We collect and use certain account information (including penguin name, password, virtual items, etc.) in accordance with our [Privacy Policy](#).

<Penguin Name>

Play the My Penguin app
Connect everywhere with My Penguin.

- Play favorite games
- Personalize a penguin
- Throw snowballs at friends
- Get mobile exclusives

[Check it out now! >](#)

Play Club Penguin online
Club Penguin is an ever-changing virtual world, where kids can:

- Explore the island
- Dress in the latest styles
- Chat with friends
- Collect & care for pets
- Play games & earn virtual coins

[Check out the Parents Page >](#)

Safety Matters
Club Penguin are leaders in online safety. We use:

- Advanced word filters
- Live moderators
- Over 300 support staff

For more info, check out our [Help Section](#), or contact support@clubpenguin.com

Account Details
Your child's penguin login:
Penguin Name: <Penguin Name>
Password: To access password please visit [Parent Tools](#).
Parent Email: <Parent Email>

Having trouble activating?
Go here: https://play.clubpenguin.com/activate_account/index.php and enter this Activation Code: <Activation Code>

Reminder - Activate your child's Club Penguin Account

Hi!
Your child has created a free Club Penguin account and needs your permission to play.

Activate Penguin!

We collect and use certain account information (including penguin name, password, virtual items, etc.) in accordance with our [Privacy Policy](#).

<Penguin Name>

Play the My Penguin app
Connect everywhere with My Penguin.

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Account Details
Your child's penguin login:
Penguin Name: <Penguin Name>
Password: To access password please visit [Parent Tools](#).
Parent Email: <Parent Email>

Having trouble activating?
Go here: https://play.clubpenguin.com/activate_account/index.php and enter this Activation Code: <Activation Code>

Welcome to Club Penguin!

Keekee219 can play now!

There's a new adventure every time your child plays - and special events every month! Some of the things your child can **always** do:

- Explore the island
- Check out the latest styles
- Chat with penguin friends
- Adopt & care for pet puffles
- Play games & earn virtual coins

Play Now!

Club Penguin collects the following information regarding your child's account: Parent email address (for activation and contacting you about your child's account), IP address, penguin name, color, password, and virtual items.

Club Penguin requires parental consent for the collection, use, or disclosure of the above information. Club Penguin does not collect, use, or disclose any personal information without parental consent. By activating your child's account you agreed to the above in accordance with our [Privacy Policy](#).

Play the Club Penguin app
Connect everywhere with Club Penguin.

- Play favorite games
- Personalize a penguin
- Throw snowballs at friends
- Customize igloos and chat with Club Penguin app friends

[Check it out now! >](#)

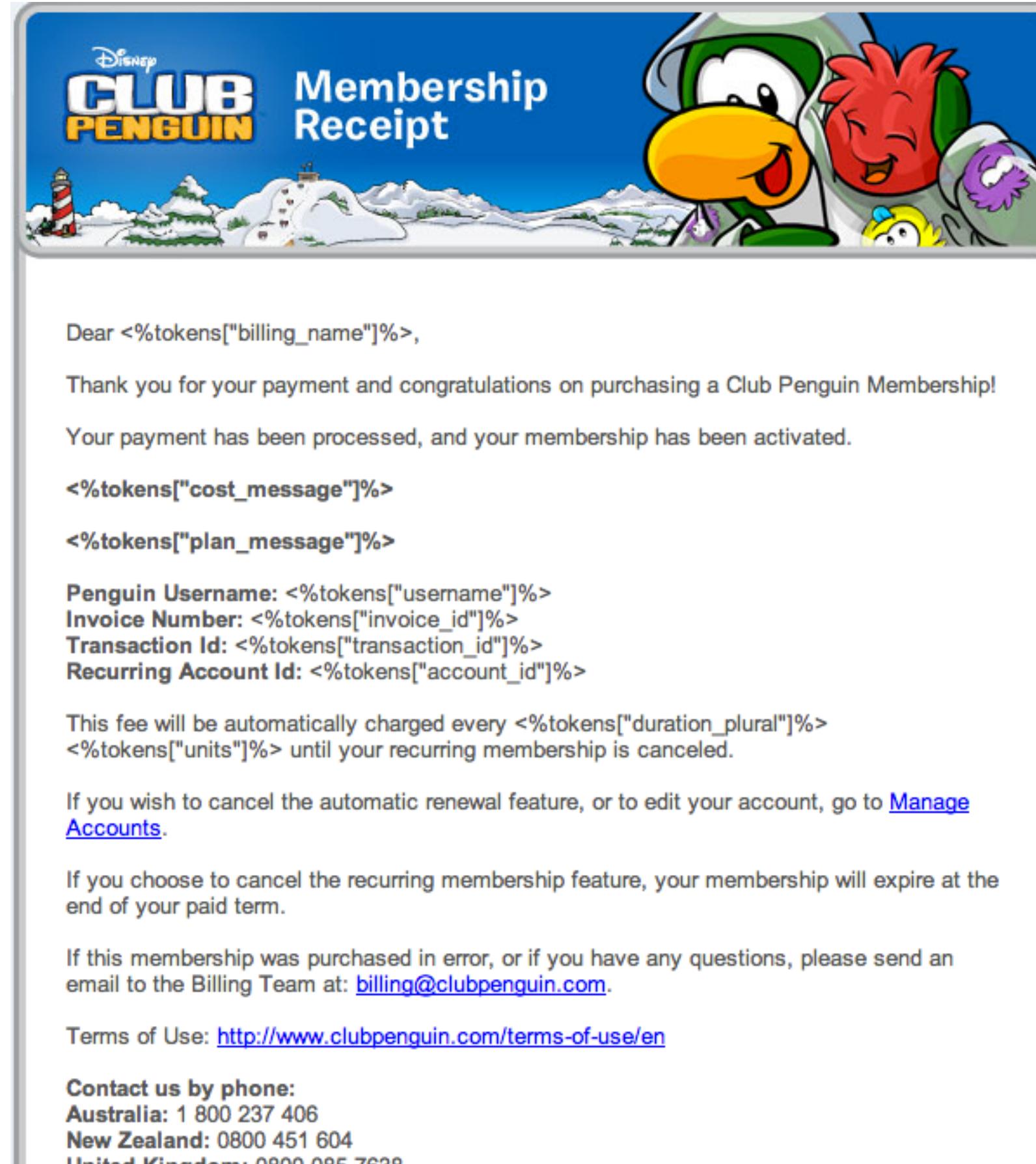
Parent Info
Create a [Parent Tools account](#) to monitor your child's activity, purchase a membership, or edit account info.

Need to deactivate your child's penguin? Please contact



DRTV User Flow | Playspan Purchase Receipt Email

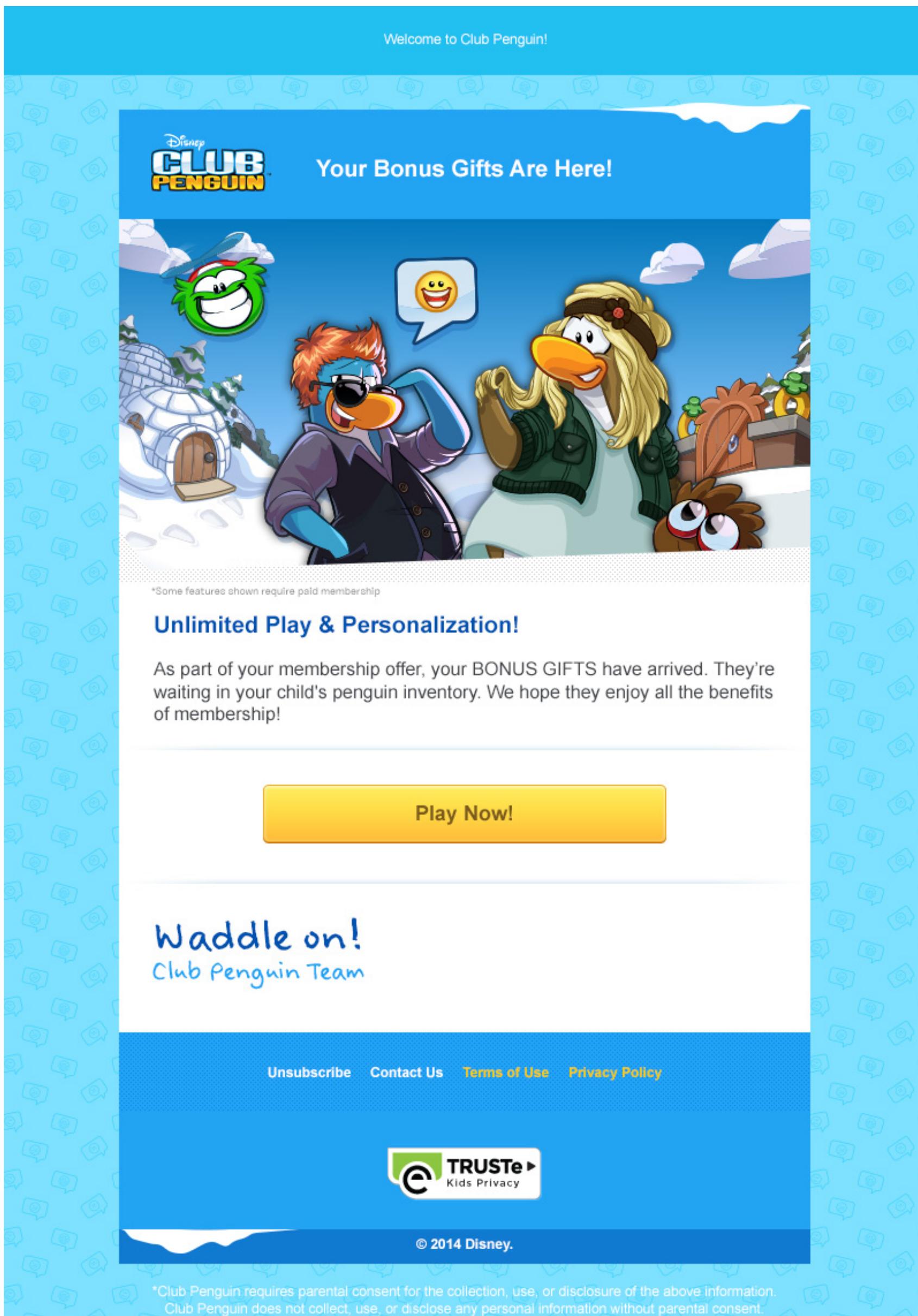
Playspan Purchase Receipt Email: TRIAL_SUB_PURCHASE RECURRING



All Playspan emails described here: Email+Communication+for+Members++PlaySpan



DRTV User Flow | Notification of Bonus Gifts (NEW Email)





DRTV User Flow | Playspan Renewal Update Email

Playspan Renewal Update Email: WEB_SUB_RENEWAL_LEAD
For customers who purchase the 12-month or 7-month offers, they will receive this email 30 days before the 2nd billing cycle

The email features a header with the Disney Club Penguin logo and a cartoon penguin holding a scroll. The main content is as follows:

Dear <%tokens["billing_name"]%>,

Thanks for being a member of Club Penguin! As you already know, a membership means that your child can create, explore, celebrate and access more. We wanted to remind you that your child's membership is about to renew.

On <%tokens["original_purchase_date"]%>, you purchased a <%tokens["duration"]%> automatically renewing membership. The next billing date is <%tokens["next_recurring_date"]%>. Because your membership is recurring, you will be charged <%tokens["cost_amount"]%> and you'll experience another <%tokens["duration_plural"]%> of membership.

Penguin Username: <%tokens["username"]%>
Recurring Account Id: <%tokens["account_id"]%>

If you don't wish for this member account to renew and you don't want to be billed, please visit the [Manage Accounts](#) section on our website to cancel your membership before <%tokens["next_recurring_date"]%>. You may also contact the Club Penguin Team at billing@clubpenguin.com and we will be happy to assist you.

Sincerely,

The Club Penguin Team
<http://www.clubpenguin.com>

p.s. Have you checked out the [Fun Activities](#)? It's a new way for you to create more with your child! Visit the Fun Activities section at clubpenguin.com.

Terms of Use: <http://www.clubpenguin.com/terms-of-use/en>